

# ***BPOU & CD LEADER COMMUNICATIONS TRAINING***



# Part I: Developing and Planning a Message



# Staffing & Responsibilities



- **Staffing:**
  - Examples – Communications Director, BPOU/CD Chair or Vice-Chair, or Communications Committee Chair, etc.
- **Roles and Responsibilities:**
  - Who is the on-the-record spokesperson – the one person that should be authorized to take and respond to media inquiries, etc.
  - This should be clear to your team ahead of time so you speak with, and through, once voice

# Messaging & Content Planning

- **Lists and Calendars of Important Dates that Create Opportunities to Deliver Your Message:**
  - **Holidays** – Memorial Day, Independence Day, Labor Day, Tax Day, etc. – AND ELECTION DAY!!!
  - **Pre-determined Announcements** – U.S. Department of Labor Bureau of Labor Statistics Press Releases, Campaign Finance Reporting Deadlines, etc.
  - **Major Local Events** - State & County Fairs, Sporting Events, Conferences, etc.

- **Communications plan should include overview, goals & key priorities:**
  - Sharing the accomplishments and vision of GOP candidates and elected officials with the public
  - Holding Democrats accountable for failures, misdeeds, extremism, etc.
    - Identify key Dems in your area – incumbents or potential future challengers
  - Why us and why not them



Publish Date	Topic/Important Date	Special/Notes	Description
		January 2022	
1/1/22	New Year's Day	<i>*PROMOTE PRECINCT CAUCUSES ALL MONTH LONG*</i>	Happy New Year Posts
1/4/22	MN Supreme Court – MVA vs. Ramsey Cty. et al		Election Integrity Statement & Socials
1/9/22	National Law Enforcement Appreciation Day		Support Law Enforcement Socials
1/17/22	Martin Luther King, Jr. Day		Socials
1/20/22	Biden's First Year in Office		Statement & Socials
		Feb-22	
2/1/22	Precinct Caucuses	<i>*BLACK HISTORY MONTH*</i>	Socials, Statement
2/1/22	Celebrate Black History Month		Socials
2/1/22	Chairman Hann at MN Chamber Execs		Socials
2/12/22	Lincoln's Birthday		Socials
2/14/22	Valentines Day		Socials
2/15/16	Redistricting		N/A, FYI
2/21/22	President's Day		Socials

# Surrogates



- **External Spokespeople** – Allies and supporters that echo your message; they carry expertise, name recognition and/or powerful personal stories
- **Identify them ahead of time** – so you'll have them when you need them
- **Do Your Homework** – Make sure you've vetted them properly
- **Keep a list** – Name, location, expertise, contact information – so you can contact them at a moment's notice

# Example Surrogates for BPOUs & CDs

- BPOU and Congressional District Chairs, Vice-Chairs and Officers
- Local lawmakers & elected officials
- Allies from friendly business and community groups who can serve as a strong voice for your message





# Part II: Earned Media & Working with the Press



# Earned Media & Working with the Press

- **Earned Media** – Coverage secured through pitching stories or responding to inquiries; statements, press releases, interviews, etc.
- **Unearned Media** – Paid advertising

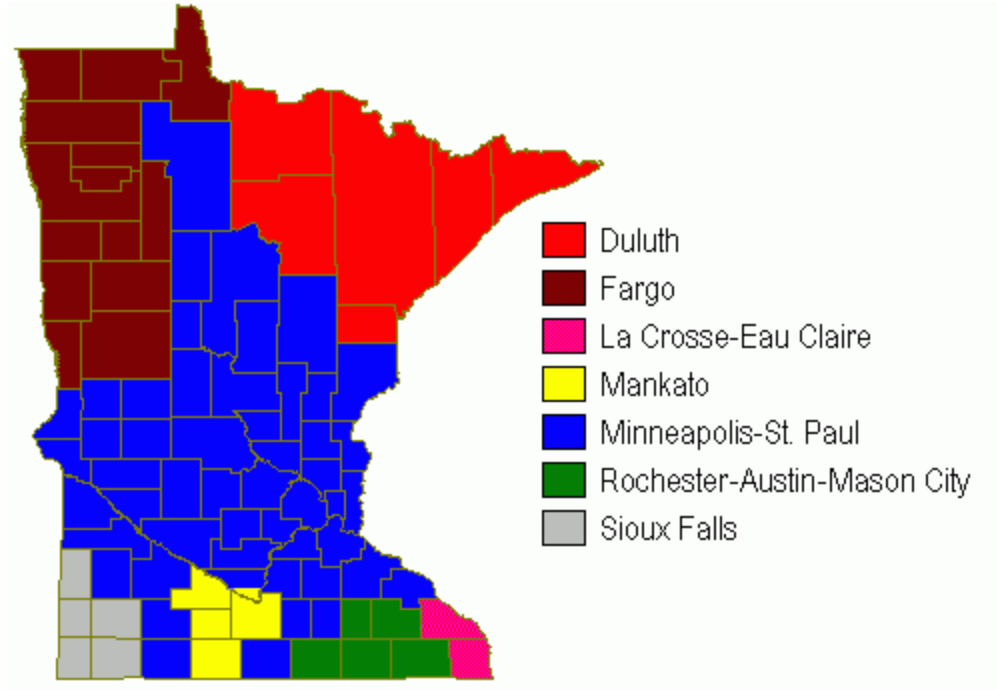


# Media Markets - DMAs

- **DMA** – Designated Market Area; technical jargon for local media markets
- **Get to know your markets:** most states have several, typically centered around large & medium-sized cities



# MINNESOTA TV MARKETS (DMAs)



(Source: [NorthPine.com](http://NorthPine.com), Accessed May 2023)

# Working with Journalists



- **On the Record** – Can be used as a word-for-word quote with your name and organization; *“The sky is blue,” said Jane Smith campaign spokesperson John Doe.*
- **Off the Record** – Not to be used for publication in any way, whether attributed or not.
- **On Background** – can be paraphrased and attributed generally but not a direct quote; A spokesperson for the campaign said that hundreds of volunteers have signed up for this weekend’s grassroots event.
- **Make sure to agree to ground rules beforehand** – if they don’t agree to off-the-record beforehand, **IT’S NOT OFF THE RECORD!**

# Working with Journalists



- **Be Professional** - You can disagree, even firmly, but even when there's a disagreement, most journalists are professionals with a job to do.
- **Know their Beats, Coverage, and Areas of Interest** – Read what they write; don't take a political story to the sports editor, etc.
- **Don't Take it Personally** – Just because they don't take your first pitch doesn't mean they won't take the next one!

# Media Lists

- Your Press List is Gold!
- Keep it Sorted and Up to Date!



# Keep Your Press List Updated And Break it Down...

- Top Political Reporters
- Print
- TV
- Radio
- Specialty





- Media Market (DMA)
- Outlet Type: Print, TV, Radio, Specialty
- Outlet Name
- Journalist Name
- Journalist Title
- Work Phone
- Cell Phone
- Email



# Feed Them Content!

- **Be Proactive and Use Press Materials Proactively:**
  - Statements
  - Press Releases
  - ICYMI
  - Media Advisories
  - 1 on 1 pitches
  - Phone Calls & Texts



# Statements & Press Releases

- Prepared items that are timely and relevant to the news and events of the day and distributed to all of your media contacts at once





## MN GOP STATEMENT ON GOV. TIM WALZ'S STATE OF THE STATE

**MINNEAPOLIS, MN** – Republican Party of Minnesota Chairman David Hann issued the following statement in response to Gov. Tim Walz's State of the State address:

*"While running for a second term, Gov. Tim Walz promised the people of Minnesota that civility, decency and democracy were on the ballot. Yet with one-party-rule, Walz and the Democrats prove they've deceived the voters. What we heard tonight was simply a hyper-partisan wishlist like tax increases and spending sprees; taxpayer-funded, partial-birth abortion on-demand; political power-grabs in our elections and more. Minnesota is evenly divided politically, and people want commonsense solutions, not these partisan priorities that cater to the far left. Gov. Walz and the Democrats have more in common with Joe Biden and D.C. liberals than they do with everyday Minnesotans."* – Republican Party of Minnesota Chairman David Hann

###



## **MN GOP STATEMENT ON PRES. JOE BIDEN'S CAMPAIGN ANNOUNCEMENT**

**MINNEAPOLIS, MN** – Following President Biden's reelection campaign announcement, the Republican Party of Minnesota released the following statement:

*"Since taking office, President Joe Biden's failed policies and extreme agenda have brought our country rampant inflation, rising crime, a dangerous crisis on the border, failing schools and big-government overreach. Meanwhile, the President's approval ratings continue to hover around record lows. From now to Election Day 2024, Republicans will take every opportunity to make a clear contrast from the Democrats with a Republican vision of limited government, economic freedom and prosperity, and work relentlessly to deliver Minnesota's electoral votes for our party's presidential nominee."* – Republican Party of Minnesota Chairman David Hann

###

# ICYMI – In Case You Missed It...

- **In Case You Missed It (ICYMI)** – a great way to draw attention to recent news or other content that you want to continue to amplify – whether to a new and different audience, market, etc.





## **ICYMI: Democrat Donors Charged in “Largest Pandemic Fraud in the U.S.”**

**Minneapolis, MN** – On the heels of federal charges in the “largest pandemic fraud in the U.S.” that happened on Gov. Tim Walz’s watch, news reports highlight that several of those indicted are contributors to Democrat campaigns and candidates in Minnesota.

*Alpha News* reports:

“At least nine of the 48 people accused of defrauding the government of \$250 million meant to feed hungry children have donated to Democratic officeholders in Minnesota.”

[Read more from \*Alpha News\* online here.](#)

###

# Media Advisories

- **Media Advisories** – Gives the press the details on an event for them to cover – press conferences, media availabilities, etc.







**\*\*\*MEDIA ADVISORY\*\*\***  
**REPUBLICAN PARTY OF MINNESOTA 2022 STATE  
CONVENTION**

**ROCHESTER, MN** – The Republican Party of Minnesota will hold its 2022 State Convention May 13 to 14 in Rochester, Minnesota. Media interested in covering the event are welcome to RSVP for credential requests.

**What:** 2022 Republican Party of Minnesota State Convention

**When:** Fri., May 13, 2022 – Registration opens 8 a.m.

Sat., May 14, 2022 – Registration opens 8 a.m.

**Where:** Mayo Civic Center  
30 Civic Center Drive SE  
Rochester, MN 55904

*\*\*\*Note: Media intending to cover the event must RSVP for credentials and check-in information to Executive Director Mike Lonergan at [mpl@mngop.com](mailto:mpl@mngop.com) by close of business on Friday, May 6.*

###

# Columns, Op-Eds & Letters to the Editor

- **Columns, Op-Eds, and Letters to the Editor** - These are typically longer-form submissions that go to newspaper opinion pages – make sure to follow guidelines from the outlets in question; deadlines, word count, etc.





# DFL coddles criminals, cracks down on cops

By DAVID HANN

April 30, 2023 - 6:00 PM

**Opinion editor's note:** *Star Tribune Opinion publishes a mix of national and local [commentaries](#) online and in print each day. To contribute, click [here](#).*

# Interviews



- **While they can be good, interviews can also go poorly:**
  - **Weigh the pros and cons** – can a statement or a brief soundbyte get the job done with less risk?
  - **Do your homework** – on the interviewer and the subject matter
  - **Establish ground rules** – agree to a time, location, format and if possible, what topics and questions will – and will not – be covered
  - **Prepare ahead of time** – identify main points and stick to them

# Part III: Social Media in Brief



# What is Social Media?

- Websites and applications that allow users to post content online – text, pictures, video and more to share with other users



Instagram




# Social media allows users to connect with each other more directly – for campaigns and candidates, that means without the middleman of the news media

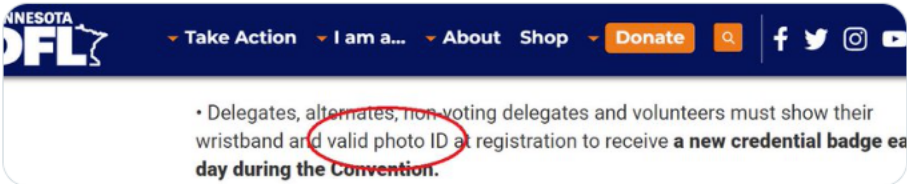
 **Republican Party of Minnesota @mngop** · May 10  
When running for office @grant\_hauschild said he was "not somebody that is favorable towards major gun control issues" but today he proved that was a lie and voted lock-step with the radical left in their war on law-abiding gun owners #mnpol #mnleg



northernnewsnow.com  
EXCLUSIVE: MN 'swing-vote' lawmaker 1  
Sen. Grant Hauschild is a DFL'er represe  
County.

 **Republican Party of Minnesota @mngop**

That is a lie @MinnesotaDFL here's the photo ID requirement from your website:



**DFL: Minnesota DFL Party @MinnesotaDFL** · May 20, 2022  
We don't require photo ID to vote at our convention. Our COVID-19 testing vendor, Vault, requires it as part of their screening process.  
Better luck next time, @mngop. twitter.com/mngop/status/1...

5:35 PM · May 20, 2022

16 Retweets 2 Quotes 41 Likes

 **Republican Party of Minnesota @mngop** · May 6  
Today @MinnesotaDFL brings antisemite, bigot & election denier @hakeemjeffries to headline a fundraiser. Learn more about Jeffries' long history of making & defending hateful speech and undermining democracy online here:  
[mngop.org/2023/05/06/mn-...](https://mngop.org/2023/05/06/mn-...)



6 7 21 1,777

Everything is public, and once you post it, others can share it or save it permanently – so be careful, proofread, fact-check, etc.





# Part IV: Crisis Communications





# What is Crisis Communications?

- For political organizations and campaigns, crisis communications is a situation in which the organization faces a serious challenge to credibility and reputation – even above and beyond run-of-the-mill attacks from Democrats
- Responding quickly, accurately and effectively can often mean the difference between survival and defeat.



# What is ( and isn't) a crisis?

- A crisis can include many different types of story lines – breaking negative news stories;
  - These can be things like accusations of serious ethical issues, arrests and many more.
- Also important to know what isn't a crisis – everyday, run-of-the-mill attacks from the press and opponents are not a crisis – they're part of the campaign and important to defend, but not necessarily a crisis!

# Recognizing the challenge – and planning and executing a response

- Rule No. 1: Remain Calm and Don't Panic!
- Next: Who needs to be part of the team to plan and execute your response? Is it the campaign manager, the candidate, etc. – does legal counsel need to be involved?





## **Gather your team and assign responsibilities to:**

- Establish the facts – who, what, where, when, why and how
- Monitor breaking news coverage, media inquiries and social media posts
- Prepare response – statement, talking points for interview, etc.

# Track and acknowledge media inquiries:



- As requests come in, ask what if any deadlines to establish what if any time is available for a response
- Responding quickly and effectively is always important, but not so quickly that it is poorly thought out – this will often just make the situation worse.
- It is ok to ask reporters what their deadline is and let them know you're looking into their questions.



# Preparing possible response:

- Be factual and do not lie – it will likely catch up with you!
- Be short and to the point with the best information you have available at the time – and if you don't know answers, don't make stuff up or speculate
- Appropriate Spokespeople
- Consider your audience and the impact of the person telling the story

*Once your response is out, STICK TO IT!*

*Unnecessarily changing course will only serve to  
start a new news cycle all over again!*





Any Questions?

